

Edward Kjaer, Director of the Electric Transportation Division of Southern California Edison

Mr. Kjaer is responsible for all facets of the ET Division, (Electro-drive system impact and assessment, technology evaluation, customer education, EV rates and incentives, EPACT EV fleet vehicle compliance, etc.).

Previously, he was Director of the Automotive Division of Edison EV, a wholly-owned subsidiary of Edison Enterprises. Mr. Kjaer has held a number of key marketing positions in the automotive industry spanning over 15 years. From 1988-1996, he was the Corporate Marketing Manager at Mazda Motor of America. From 1985-1988, he worked on the Acura Automobile advertising account rising to Vice President at Ketchum Advertising. Prior to this, he ran the Nissan Advertising account in New Zealand and was a key member of the Datsun/Nissan "Name Change" Team.

As a native of New Zealand, Mr. Kjaer received his formal education attending Massey University focusing his studies on marketing and economics.